MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016 / 2017 SESSION

DBS5048 – PRINCIPLES OF MARKETING

(All sections / Groups)

30 MAY 2017
09.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **11** pages with 3 sections.
2. Answer **ALL** questions.
3. For section A and B, shade your answers in the OMR sheet provided.
4. For section B, shade "**A**" for **TRUE** and shade "**B**" for **FALSE**.
5. For section C, write your answers in the answer booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS (Each question carries 1.5 marks)

1. Jaya Holding Berhad committed in creating value and build customer relationship to capture value in return from customers are best define as _____ process.

   A. network
   B. profitable
   C. marketing
   D. social marketing

2. Mr. Choi Keith bought a new glass due to his culture and individual personality and he was satisfied with the purchased item. Which of the following are closely related?

   A. Needs.
   B. Wants.
   C. Demand.
   D. Exchange.

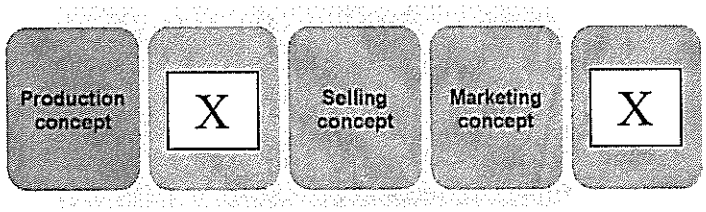


Figure 1

3. According to the Figure 1 above, what is the concept should be replaced for both '**X**'?

   A. Pricing and services.
   B. Product and services.
   C. Societal marketing and pricing.
   D. Product and societal marketing.

4. As a new business operates in Johor, Mrs. Casandra selected customer through dividing the market into segments of customer. What kind of strategy involves?

   A. Target marketing.
   B. Market segmentation.
   C. Organization planning.
   D. Consumer segmentation.

Continued...

5. Perodua is a car manufacturing company consistently produces environmental and play the social responsibility with their green products. What kind of changing marketing landscape has been done by Perodua?

   A. Rapid globalization.
   B. Sustainable marketing.
   C. Not-for-profit marketing growth.
   D. Digital and social media marketing.

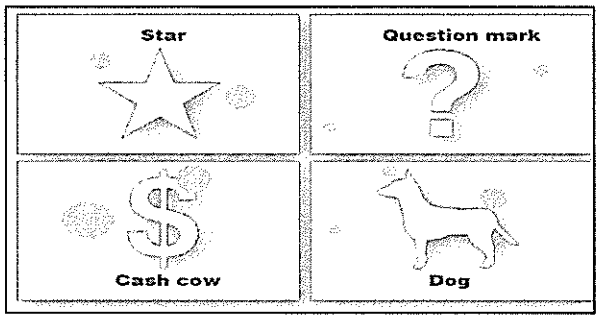


Figure 2

6. Which of the following is the best refer to the 'Cash Cow' in Figure 2 above?

   A. High grow market and high share business.
   B. Low growth market and low share business.
   C. High growth market and low share business.
   D. Low growth market and high share business.

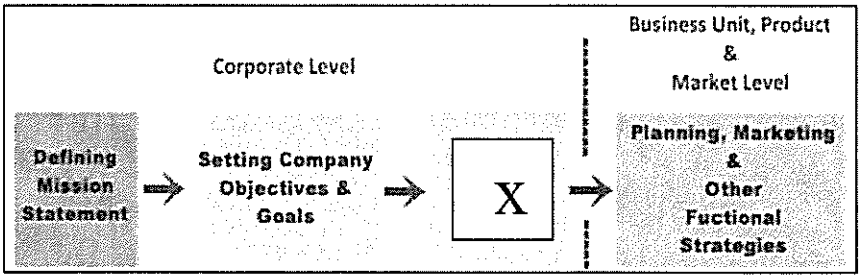


Figure 3

7. Which of the following strategic planning step should be typed in the '**X**' box in Figure 3 above?

   A. Designing portfolio.
   B. Designing business plan.
   C. Designing future development.
   D. Designing competitor analysis.

Continued...

8. Strategy, leadership, structure, process, people and reward is the components of _____ that fit with the organization strategic planning.

   A. perishability
   B. firm capacity
   C. organization disability
   D. organizational capability

> Mr.Mustamil Poonakasami is a manager of Choy Skills Sdn.Bhd. He currently implementing growth strategy of increasing sales in existing market without changing the product.

Statement 1

9. What is the appropriate strategy that closely related with Statement 1 above?

   A. Diversification.
   B. Market penetration.
   C. Market development.
   D. Product development.

10. Which of the following is **TRUE** department under marketing department organization?

    A. Finance.
    B. Operating.
    C. Geographic.
    D. Human resource.

11. The three approaches of marketers to obtain information is through internal data, marketing research and _____.

    A. observation
    B. agent services
    C. research intelligence
    D. marketing intelligence

12. Which of the following is **FALSE** approach of descriptive research?

    A. Survey research.
    B. Exploratory research.
    C. Experimental research.
    D. Observational research.

Continued...

Mrs. Hayati conducting a research to know about buying pattern among the consumers in Malacca and she decided to have 15% as the participants to represent the whole population.

Statement 2

13. According to the Statement 2 above, what is the activity had been done by Mrs. Hayati?

    A. Example plan.
    B. Sampling plan.
    C. Research processing.
    D. Research people chosen.

14. Why questionnaires become the most common instrument in descriptive research?

    A. Flexible.
    B. Open ended.
    C. Lack validity.
    D. Inadequate to understand.

15. Malaysia Airline (MAS) using _____ to pinpoint high value customers, target more effective and to maximize customer loyalty.

    A. marketing information system (MIS)
    B. satisfaction customer relationship (SCR)
    C. customer relationship management (CRM)
    D. companies' relationship management (CRM)

16. Limited Sdn.Bhd was produced someone else's product through bough of a whole company, patent and license as one of a product development strategy. This is closely related with _____.

    A. proposition
    B. acquisition
    C. specialization
    D. commercialization

17. Concept development and testing is among the new product development process. What is concept testing?

    A. Testing of good idea for actual product.
    B. Testing of innovation for customer satisfaction.
    C. Testing new product with group of target customer.
    D. Testing new product with individually target customer.

Continued...

18. The following components is the successful factors for the new product development **EXCEPT** _____.

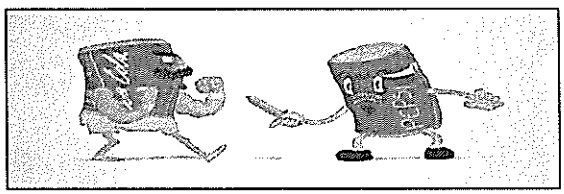
A. systematic
B. team based
C. individual based
D. customer centered

19. Which stage in product life-cycle strategies showing rapid market acceptance and increase in profit?

A. Growth.
B. Decline.
C. Maturity.
D. Introduction.

20. Fikri and sons are currently managing a bakery shop facing with the slow sales growth, little profit, high distribution cost and increase in promotion expenses. What is the most suitable stage in product life-cycle strategy?

A. Growth.
B. Decline.
C. Maturity.
D. Introduction.



Picture 1

21. Which of the following advertising correlated with the Picture 1 above?

A. Reminder.
B. Persuasive.
C. Informative.
D. Comparative.

22. Which of the following advertising used to help maintain customer relationship and keep customer think about the product?

A. Reminder.
B. Persuasive.
C. Informative.
D. Comparative.

Continued...

Mr.Tan Kekwat introduces a skin care product called Soffy. As one of the advertising strategy, he inserted some elements of beauty, love, calm and pride to attract the consumers.

Statement 3

23. According to the Statement 3 above, what is the message execution choose by him?

A. Fantasy.
B. Musical.
C. Lifestyle.
D. Mood or image.

Picture 2

24. Picture 2 above is a symbol creates a character that represents a product. Which of the following message execution is the most correlated?

A. Personality.
B. Scientific evidence.
C. Technical expertise.
D. Testimonial evidence or endorsement.

25. The following items are the major steps in advertising media selection **EXCEPT**_____.

A. choosing media timing
B. selecting specific public vehicle
C. choosing among major media types
D. determining reach, frequency, impact and engagement

26. Ms.Fujiana Blacan Charles always communicates via face-to-face, telephone, video or web conferencing with her customers. Ironically, she is well recognizes as _____.

A. telemarketer
B. personal selling
C. special presenter
D. company's marketers

Continued...

27. Mrs. Ainaa Senduwati is a sales force for Budu Cap Ketereh company and was assigned exclusive geographic area. She is responsible to sells the product to the customers in that area. Which of the following sales force structure are related with Ainaa?

    A. Product.
    B. Complex.
    C. Customer.
    D. Territorial.

28. _____ salespeople call on customer in the field to have a face-to-face collaboration and building relationship among them.

    A. Inside
    B. Outside
    C. Individual
    D. Team selling

29. What is the process that refer to the salespeople recognize signals from the buyer including physical action, comment and question from customers?

    A. Closing.
    B. Open-up.
    C. Follow-up.
    D. Handling objection.

Thanks For Shopping @ Disc Coupons R Us
Here's a little token of our appreciation
DISCOUNT COUPON
SAVE 5%
Off Every Purchase
Discount Code: SAVE5%@IES
Validity Period: 1 Nov 2011 - 31 Dec 2011
Scan this QR code with a QR code reader on your smartphone to visit our site

Picture 3

30. The Picture 3 above is an example of _____ tool.

    A. business
    B. advertising
    C. sales promotion
    D. sales sponsorship

[TOTAL 45 MARKS]

Continued...

SECTION B: TRUE/FALSE QUESTIONS (Each question carries 1 mark). Shade "A" for the TRUE statement and "B" for the FALSE statement.

31. Exchange is the act obtaining a desired object from someone by offering something in return.

32. Selling concept refer to the knowing the needs and wants of target markets and deliver the desire satisfaction better than competitors.

33. Dissatisfied customers will always influence the others to not buying the same product.

34. Downsizing is when a company divests, prune or harvest businesses that unprofitable or no longer fit with the strategy.

35. Market targeting is the arranging for a product to occupy a clear, distinctive and desirable place relative to competing product in minds target consumers.

36. Channel, coverage and inventory are among the product's components in marketing mix strategy.

37. Systematic design, collection, analysis, and reporting of data relevant to organization can be described as marketing research.

38. Secondary data is information collected for the specific purpose at hand.

39. Focus group is the personal contact method in which consist less than 10 people with a trained moderator and totally the cheapest method compared to other method.

40. The failure of new product introduced by establishes company is because of the overestimated market size, poor product design and incorrect positioning.

41. Business analysis is a review of the sales, costs and profit projection for a new product in conjunction to satisfy the company's objectives.

42. Frequency is a measure of the percentage of people in the target market who exposed to the advertising campaign.

43. Press relation or press agency involves the creation and placing of newsworthy information to attract attention to a person, product or services.

44. Handling objection is the process where salespeople resolves problem that are logical, physical or unspoken.

Continued...

45. Contest, sweepstakes and games give customers the chance to win something such as cash, trips or goods.

[TOTAL 15 MARKS]

SECTION C: STRUCTURED QUESTIONS

QUESTION 1

(a) Define consumer buyer behavior. **(2 Marks)**

(b) Identify **FOUR (4)** characteristics affecting consumer behavior under psychological factor. **(4 Marks)**

(c) List and explain any **TWO (2)** types of buying decision behavior. **(4 Marks)**

(Total: 10 Marks)

QUESTION 2

(a) What is a price? **(2 Marks)**

(b) List down any **FOUR (4)** types of price adjustment strategies. **(4 Marks)**

(c) The major pricing strategies of a company could be cost-based, value-based or competitor-based pricing. Illustrate or draw a full process of cost-based pricing. **(4 Marks)**

(Total: 10 Marks)

QUESTION 3

(a) Define promotion mix. **(2 Marks)**

(b) Provide any **TWO (2)** tools of promotion mix for communicating customer value and provide an **EXAMPLE** for each tool. **(4 Marks)**

> Marketing channel consist of firms that partnered with each member and available with 2 main types of channel which is direct and indirect channel.

Statement 4

(c) According to the Statement 4 above, draw a full layer of indirect marketing for Channel 3. **(4 Marks)**

(Total: 10 Marks)

Continued...

QUESTION 4

Nike, the athletic footwear and clothing manufacturer, is a good example of a business that has incorporated corporate social responsibility (CSR) into its overall business strategy. The majority of Nike's manufacturing employs more than 500,000 workers. As a large multinational company, Nike committed to the safety of its products especially to their end users through continuing its efforts to phase out PVC and other potentially harmful chemicals in its products and recalling products that may pose a health hazard to consumers. Nike also committed to promote sustainable marketing environmentalism through improving its energy efficiency, establishing 'Reuse a Shoe' programme to create awareness among the worldwide consumers toward green earth, working with organic cotton farmers to create a larger market for their cotton, reducing emissions at factories worldwide and encouraging the adoption of environmental management systems in the company. Looking to this scenario, Nike basically implementing a good social marketing in order to avoid social criticisms such as high price, poor product, unsafe product, product that provide little benefit as well as not made very well which can create disadvantage experience to the customers. In fact, Nike totally concern to protect and improve people's living environment with sustainability business vision.

Source: https://www.iisd.org/business/viewcasestudy.aspx?id=81

(a) State **TWO (2)** respectable ethics of the company towards the consumer. **(2 Marks)**

(b) Justify any **FOUR (4)** social criticisms of marketing might be faced by Nike if they don't not implement social responsibility in the business operation. **(4 Marks)**

(c) In order to enhance the business sustainability for next generation, justify any **FOUR (4)** social and environmentalism activities that has been done by Nike? **(4 Marks)**

(Total: 10 Marks)

[TOTAL: 40 MARKS]

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